

Digesting All the Trends at IDDBA 2025

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Menu Matters

IDDBA Member exclusive access!







Menu Maters











Middle Eastern and Mediterranean



37% of consumers regularly look for foods, flavors, ingredients from places they've visited











Moving beyond hummus...

THE INDUSTRY SAYS

"While Hummus is well known and available everywhere, there is so much more that is gaining popularity – from dips such as Baba Ghanouj and Muhammara, to sauces such as Tahini Sauce, Toum, and Shatta, and even soups and stews such as Lentil, Freekeh, and Shaksouka."

MEZETE Authentic Middle Eastern



Cakes bring the fun

70% of consumers use foods and/ or beverages as an escape























Compound butters





Packaging trends

Packaging can turn consumers off as well as on:

Too walle	h naakaaina	200/
100 muc	h packaging	30%

- Weird, unappealing texture 30%
- Not enough information 30%
- Ugly packaging 27%
- Too small 24%
- Looks difficult to open 21%
- Unappealing colors 20%







Premium snacking







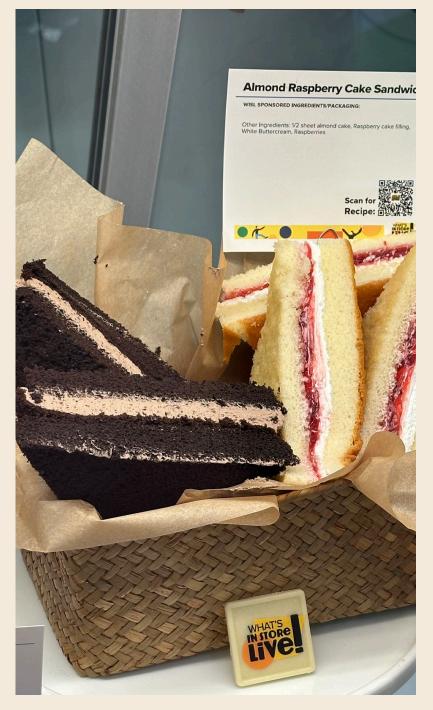
















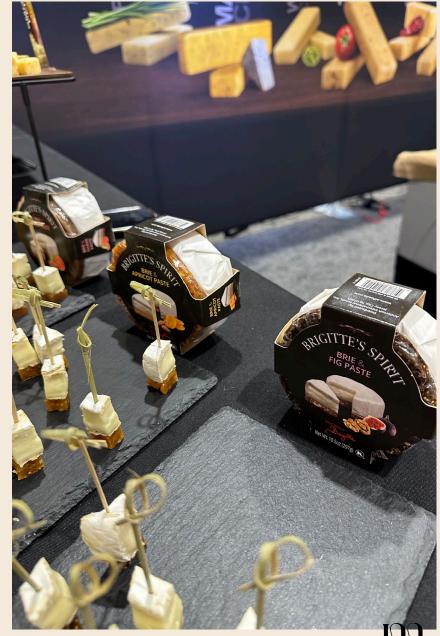




















Storytelling and getting social.



56% of consumers say seeing the face behind a product makes them more likely to buy it









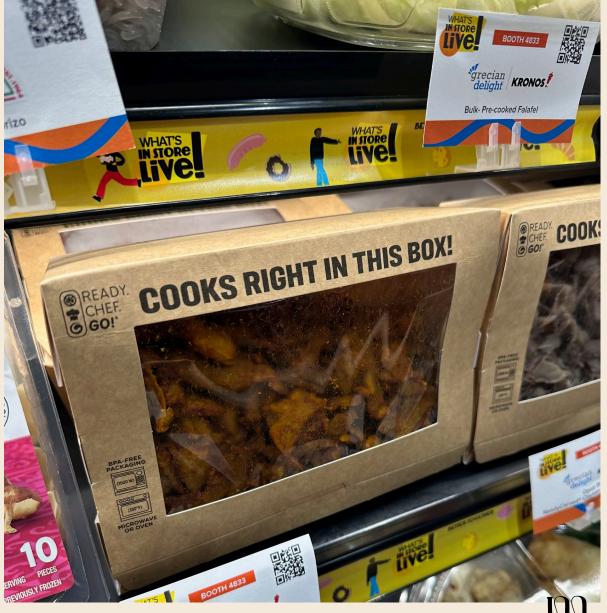














Human-Focused Insights

THANK YOU

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